

SLIDE 5 - Professional Organizations

To grow and develop as a real estate sales professional you will find a variety of organizations to assist you.

SLIDE 6



NAR is the largest trade association and one of the most powerful lobbying groups in North America.

NAR has well over 1 million members and is involved in all aspects of the residential and commercial real estate industries. They are headquartered in Chicago.

NAR members have access to a wide array of benefits, business tools, real estate market data, educational opportunities, and discount programs designed to help real estate professionals succeed in today's market.

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**Florida Realtors®** is the largest trade association in the state with more than 155,000 members.

Member benefits include:

- Business contacts
- Networking opportunities
- Educational offerings
- Research and legislative representation
- And more...

The Association headquarters is located in Orlando.

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Real Estate professionals across Florida find it very beneficial to join their local real estate association.

Primary benefits include:

- Full access to the Multiple Listing Service (MLS)
- Local marketing tools
- Customizable analytics for the local marketplace
- Local networking for brokerage marketing

[See the list of local real estate associations found in the course download section.](#)

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There is a distinct difference between having a license to sell real estate and being a Realtor®.

1. Anyone that meets the qualifications and passes the licensing examination can get a real estate license.
2. To be Realtor® you must join the local association, the FloridaRealtors® state organization and the National Association of Realtors®.

Membership in this three-level system gives REALTORS® (and their clients) advantages over agents who don't join.

REALTORS® must adhere to NAR's REALTOR® Code of Ethics, which clearly identifies their responsibilities to the consumer. The Code of Ethics is the cornerstone of what it means to be a REALTOR®. REALTORS® pledge that they will treat all parties fairly and protect their clients' interests. It's a consumer-oriented code that holds REALTORS® to a higher standard of professional behavior.

